



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 569363 /		<u>Alt Order #</u> 9796698
<u>Product</u> HOUSE MAJORITY PAC		
<u>Contract Dates</u> 08/28/12 - 09/10/12	<u>Estimate #</u> 79/86/1618	
<u>Advertiser</u> House Majority PAC		<u>Original Date / Revision</u> 08/17/12 / 08/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 79	<u>Product Code</u> 86
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	08/28/12	09/09/12	Sa 8a-9a	8a-9a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$350.00			
Week:		09/03/12	09/09/12	-----S-				1	\$350.00			
N 2	13	08/28/12	09/09/12	Su 8a-9a	8a-9a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$300.00			
Week:		09/03/12	09/09/12	-----S				1	\$300.00			
N 3	13	08/28/12	09/10/12	M-F 7a-8a	7a-8a		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$400.00			
Week:		09/04/12	09/10/12	MTWTF--				3	\$400.00			
N 4	13	08/28/12	09/10/12	M-F 8a-9a	8a-9a		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$400.00			
Week:		09/04/12	09/10/12	MTWTF--				3	\$400.00			
N 5	13	08/28/12	09/10/12	M-F 9a-10a	9a-10a		:30			NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$225.00			
Week:		09/04/12	09/10/12	MTWTF--				3	\$225.00			
N 6	13	08/28/12	09/10/12	M-F 10a-11a	10a-11a		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				2	\$175.00			
Week:		09/04/12	09/10/12	MTWTF--				2	\$175.00			
N 7	13	08/28/12	09/10/12	M-F 11a-12p	11a-12p		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$200.00			
Week:		09/04/12	09/10/12	MTWTF--				3	\$200.00			
N 8	13	08/28/12	09/10/12	M-F 1230p-1p	1230p-1p		:30			NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/28/12	09/03/12	MTWTF--				3	\$100.00			
Week:		09/04/12	09/10/12	MTWTF--				3	\$100.00			
N 9	13	08/28/12	09/03/12	M-F 3p-330p	3p-330p		:30			NM	4	\$1,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	MTWTF--				4	\$250.00			
N 10 13		08/28/12	09/10/12	M-F 330p-4p	330p-4p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	MTWTF--				2	\$250.00			
	Week:	09/04/12	09/10/12	MTWTF--				2	\$250.00			
N 11 13		08/28/12	09/10/12	M-F 4p-5p	4p-5p		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	MTWTF--				3	\$300.00			
	Week:	09/04/12	09/10/12	MTWTF--				3	\$300.00			
N 12 13		08/28/12	09/03/12	M-F 9p-930p	9p-930p		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/28/12	09/03/12	MTWTF--				3	\$1,200.00			
N 13 13		08/28/12	09/09/12	Su 9p-930p	9p-930p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-----S				1	\$1,200.00			
	Week:	09/03/12	09/09/12	-----S				1	\$1,200.00			
N 14 13		09/03/12	09/09/12	College Football Late	5p-cc		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----S-				2	\$6,000.00			
N 15 13		09/03/12	09/09/12	FOX NFL 11a	11a-CC		:30			NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	-----S				2	\$2,800.00			
Totals											61	\$37,350.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	61	\$37,350.00	\$31,747.50
Totals	61	\$37,350.00	\$31,747.50

Signature: _____ Date: _____

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Rep Order# 9796698 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 8:33 AM
Last Received: 08/16/2012 4:41 PM
Showing Buylines: All Lines

1 of 2

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 1618
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1618
Flight Dates 08/28/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SA	8A-9A	GOOD DAY UTAH SAT. 8A	:30	\$350.00	09/01-09/08	1	2	2	\$700.00	
	2	SU	8A-9A	GOOD DAY UTAH SUN. 8A	:30	\$300.00	09/02-09/09	1	2	2	\$600.00	
	3	TU-F,M	7A-8A	GOOD DAY UTAH AT 7A	:30	\$400.00	08/28-09/10	3	2	6	\$2,400.00	
	4	TU-F,M	8A-9A	GOOD DAY UTAH AT 8A	:30	\$400.00	08/28-09/10	3	2	6	\$2,400.00	
	5	TU-F,M	9A-10A	LIVE! WITH KELLY	:30	\$225.00	08/28-09/10	3	2	6	\$1,350.00	
	6	TU-F,M	10A-11A	DR. OZ	:30	\$175.00	08/28-09/10	2	2	4	\$700.00	
	7	TU-F,M	11A-12P	FOX 13 NEWS-LIVE AT 11	:30	\$200.00	08/28-09/10	3	2	6	\$1,200.00	
	8	TU-F,M	1230P-1P	DAYS OF OUR LIVES	:30	\$100.00	08/28-09/10	3	2	6	\$600.00	
	9	TU-F,M	3P-330P	JUDGE JUDY	:30	\$250.00	08/28-09/03	4	1	4	\$1,000.00	
	10	TU-F,M	330P-4P	JUDGE JUDY	:30	\$250.00	08/28-09/10	2	2	4	\$1,000.00	
	11	TU-F,M	4P-5P	DR. OZ	:30	\$300.00	08/28-09/10	3	2	6	\$1,800.00	
	12	TU-F,M	9P-930P	FOX 13 NEWS AT 9P M-F	:30	\$1,200.00	08/28-09/03	3	1	3	\$3,600.00	
	13	SU	9P-930P	FOX NEWS AT 9P	:30	\$1,200.00	09/02-09/09	1	2	2	\$2,400.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	SA	5P-830P	COLLEGE FOOTBALL	:30	\$6,000.00	09/08-09/08	2	1	2	\$12,000.00	
	15	SU	11A-2P	NFL GAME	:30	\$2,800.00	09/09-09/09	2	1	2	\$5,600.00	

---REPORT TOTALS---

Report Totals: 61 / \$37,350.00

---SALES MONTHLY TOTALS---

Sep 12: 61 / \$37,350.00

Sales Totals: 61 / \$37,350.00

Station Totals: 61 / \$37,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$149,699

CABL 0%	KDLU 0%	KJZZ 4%	KSL 26%	KSTU 24%
KTVX 13%	KUCW 2%	KUTV 28%	UNKB 0%	UNKN 0%

Books null
Demos RA35+